The
Data Analyst

The Story You Have Never Heard Before

Image source: *Tenali Rama(2017)*

Once there was a kingdom called **Business**, ruled by a king named **Stakeholder**.

The kingdom faced a financial issue it had never seen before in its history. The king was worried about the fate of the kingdom.

One day, the king assembled all the ministers to address the problem. Then the oldest man in the fort told them about a gold mine named **"Data"** reserved for such situations by their ancestors.

Data engineers were called upon to build a pipeline to reach the gold mine's entry point.
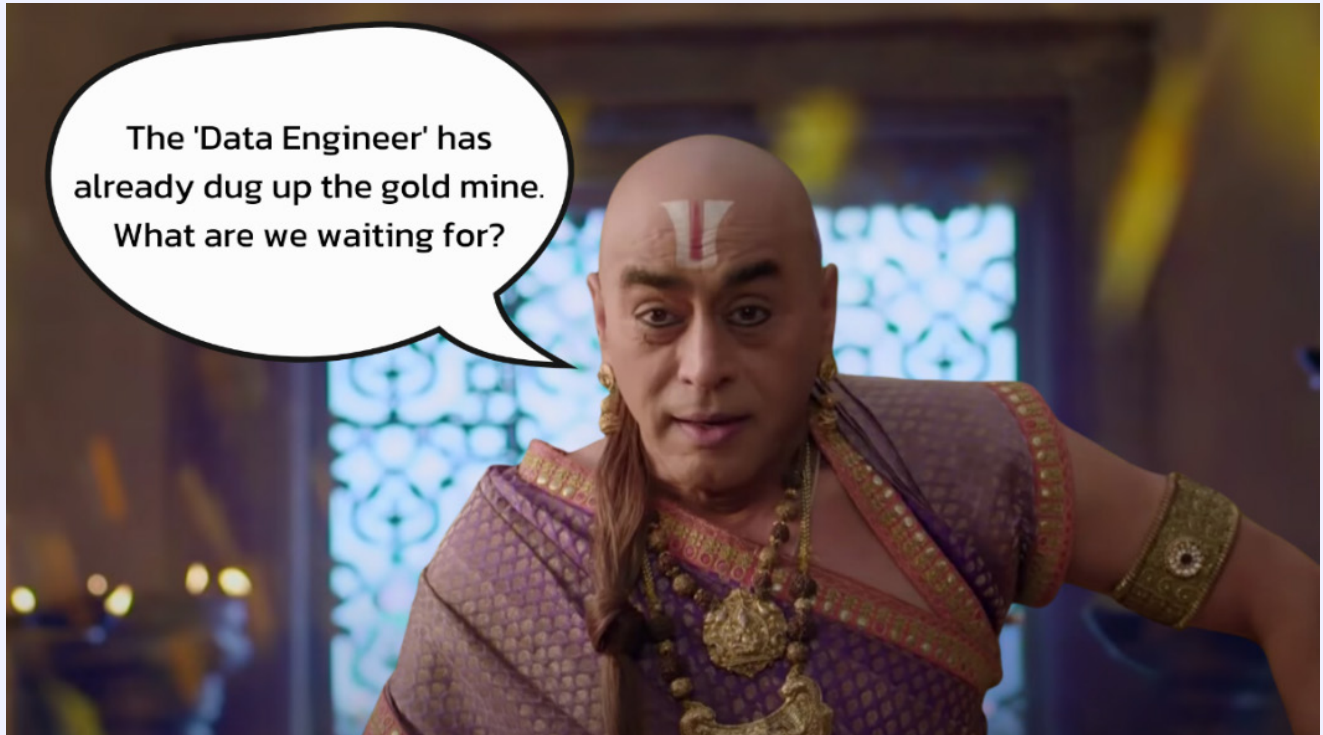
The king assembled the ministers again for a meeting.

During the meeting, one of the ministers said,
"The 'Data Engineer' has already dug up the gold mine. What are we waiting for?"

The King replied,
"The data engineer has done his job, but they discovered that the mine is protected by a key. Therefore, we need a person who can unlock the gold mine to bring change to the kingdom."

Image source: Tenali Rama(2017)

Another minister said,
"I know one person who can do this, my lord."

The king asked,
"What is his name?"

The ministers shouted with a loud voice,
"The Data Analyst!"

The king ordered the soldiers to bring him immediately to the court.

Image source: *Tenali Rama(2017)*

The Data Analyst arrived at the court of the kingdom.

The King said, "Is it possible for you to unlock the goldmine called 'Data' and provide us insights that will enable us to make driven decisions?"
He added, *"But remember, you need to provide trustable insights as it impacts the whole kingdom."*

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Image source: *Tenali Rama(2017)*

The Data Analyst replied, "Sure, allow me to explore the data."

Image source: *Tenali Rama(2017)*

The King took him to the gold mine and said,
"Meet Data Engineer; he is the one who built a pipeline to reach the gold mine."

The Data Analyst and The Data Engineer shook hands, and everyone left the place except the Data Analyst.

The Data Analyst started his work. He explored, cleaned, and transformed the key part he found at the gold mine. While performing the analysis, he found some parts of the key were missing.

He then went to the Data Engineer, and the Data Engineer came to the spot and fixed the issues. Now, the Data Analyst continued his analysis.

Once he was ready with the insights, he arranged a meeting with the king and then told a story using the gold mine, explaining how the king will be able to protect the kingdom from financial issues by utilizing the gold mine.

The king was impressed with the story and insights, applied them, and saw impactful growth in his kingdom.

Image source: *Tenali Rama(2017)*

SUMMARY

Businesses today gather a vast amount of data from various activities, such as the items customers browse and buy, and the pages they visit on websites.

However, simply having this data is not sufficient. Businesses need to be able to act on this data to bring change within the organization.

The key to unlocking the potential of this data lies in the ability to tell a story with it.

The Data Engineer's job is to collect and organize different types of data from various sources into a centralized, structured system. This organization makes the data easier to access and use.

A Data Analyst works on this data to provide insights to the business. Whenever he finds any data discrepancies or missing data, he gets in touch with the Data Engineer to fix them.

The process of data analysis involves several key steps: identifying, cleaning, transforming, and modeling data. This process is necessary to extract meaningful and actionable insights from the data.

Once analyzed, the data is presented in reports. Using these reports, the Data Analyst tells a story that helps business leaders make informed decisions.

Overall, data analysis helps businesses address challenges and unlock hidden values in their data, aiding in strategic decision-making and uncovering opportunities for growth and improvement.

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